

Message Text

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SUBJ: EWTC MARKET RESEARCH PROGRAM

BEWT FOR THOMPSON

REF: A. VIENNA 849
B. MOSCOW 1657

1. EWTC THANKS COMMERCIAL OFFICE MOSCOW FOR SUGGESTION THAT PROPOSED MRO PROGRAM BE PRESENTED TO MINISTRY OF FOREIGN TRADE IN EFFORT TO OBTAIN MINISTRY'S SUPPORT. IN ORDER TO ASSIST SUCH PRESENTATION THE FOLLOWING PROGRAM DESCRIPTION IS PROVIDED WHICH ALONG WITH INFO IN REF A REPRESENTS COMPLETE MRO PROGRAM.

2. THE COMPREHENSIVE MARKET RESEARCH SURVEY OF THE USSR IS A STUDY OF THE ENTIRE INDUSTRIAL EQUIPMENT MARKET OF THE USSR WITH A SEPARATE DETAILED STUDY OF EACH MAJOR INDUSTRIAL MARKETING CATEGORY.

3. ITS PURPOSE IS TO PROVIDE GUIDANCE AND RECOMMENDATIONS FOR A COMPREHENSIVE AND SPECIFIC U.S. OFFICIAL PROGRAM OF TRADE DEVELOPMENT ACTIVITIES IN THE USSR JUDGED TO BE THE MOST EFFECTIVE (COST/EFFECTIVE) AND IN THE ORDER ESTIMATED TO BE OF MOST INTEREST TO SOVIET INDUSTRIAL OFFICIALS AND SPECIALISTS.

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4. THE STUDY HAS BEEN NEARLY COMPLETED IN THE FOL-

LOWING MANNER: APPROXIMATELY 40 IMPORTANT INDUSTRIAL MARKETING CATEGORIES FOR THE USSR WERE IDENTIFIED BY STUDY AND ANALYSIS OF ALL AVAILABLE MARKET INFORMATION, DATA AND PUBLICATIONS FROM WESTERN COUNTRY AND SOVIET SOURCES.

5. HUNDREDS OF INTERVIEWS WERE HELD IN WESTERN EUROPE WITH MARKETING SPECIALISTS, REPRESENTATIVES AND SALES AGENTS ACTIVE IN THE USSR WITHIN THE 40 INDUSTRIAL MARKETING CATEGORIES AND THE INFORMATION OBTAINED IN THE INTERVIEWS WAS USED ALONG WITH THAT MENTIONED PREVIOUSLY TO WRITE A SEPARATE MARKET PROFILE STUDY FOR EACH MAJOR INDUSTRIAL MARKETING CATEGORY.

6. RECOMMENDATIONS HAVE BEEN MADE FOR ALL TYPES OF OFFICIAL TRADE DEVELOPMENT ACTIVITIES AND EVENTS IN EACH MARKETING CATEGORY STUDY INCLUDING PRODUCTS AND TECHNOLOGY WHICH APPEAR TO BE OF HIGHEST INTEREST TO SOVIET INDUSTRY AND MOST EFFECTIVE FOR U.S. GOVERNMENT ACTIONS.

7. BEFORE THE SURVEY CAN BE COMPLETED THESE RECOMMENDATIONS SHOULD BE VERIFIED TO INSURE THAT SOVIET INDUSTRIAL OFFICIALS AND SPECIALISTS ARE IN FAVOR OF THESE RECOMMENDATIONS AND THAT THEY REFLECT THEIR HIGHEST PRIORITY INTERESTS. AFTER INTERVIEWS WITH SOVIET INDUSTRIAL OFFICIALS THE SURVEY'S FINAL SUMMARY AND RECOMMENDED SCHEDULE OF TRADE DEVELOPMENT ACTIVITIES CAN BE COMPLETED. HUMES

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